Liverpool John Moores University

Title:	COMPETITIVE INTELLIGENCE 2
Status:	Definitive
Code:	**6016BUSIS** (101736)
Version Start Date:	01-08-2011

Owning School/Faculty: Liverpool Business School
Teaching School/Faculty: Liverpool Business School

Team	emplid	Leader
Christopher Taylor		Y

Academic Level:	FHEQ6	**Credit Value:**	12.00	**Total Delivered Hours:**	28.00
Total Learning Hours:	120	**Private Study:**	92		

Delivery Options
Course typically offered: Semester 2

Component	Contact Hours
Lecture	13.000
Tutorial	13.000

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Essay	AS1	Coursework	40.0	
Exam	AS2	Examination	60.0	2.00

Aims

To enable students to understand and apply the concept of competitive intelligence and to recognize the roles of the CI professional and organizations supporting CI within the business environment.

Learning Outcomes

After completing the module the student should be able to:

1   Demonstrate a knowledge of the theory of competitive strategy.
2   Identify the legal, ethical and security issues surrounding the CI process
3   Evaluate the software and systems used to support the CI process
4   Analyse the links between CI and other management theories
5   Identify and axploit a range of sources of business intelligence
6   Present findings in a professional format

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

ESSAY   1   2   5   6

EXAM   1   2   3   4

Outline Syllabus

Competitive strategy
Researching businss intelligence
Competitive intelligence software & systems
Ethics and legalities

Learning Activities

A series of lectures followed by either tutorials and field visits

References

Course Material	Book
Author	CARR, M.M & BASCH, R
Publishing Year	2003
Title	Super searxhers on competitive intelligence: the online and offline secrets of top CI researchers.
Subtitle	
Edition	
Publisher	Cyberage Books
ISBN	

Course Material	Book
Author	MILLER, J.P
Publishing Year	2000
Title	Millenium intelligence: Understanding and conducting competitive intelligence in the digital age
Subtitle	
Edition	

Publisher	Cyberage
ISBN	

Notes

Assessment component one involves the production of a competitive intelligence report. It is a practical assessment based on theories developed during the module. It enables students to put into practice skills inherent in the intelligence cycle particularly intelligence gathering, analysis and dissemination of intelligence.

Assessment component two is an exam which gives the opportunity for the students to discuss their ideas and show the understanding they have gained of a number of current issues in the field of competitive intelligence.

The two assessments provide a balance of assessment methods and provide a good spread of topic coverage.